



OFFICE OF THE CITY MANAGER

NO. LTC# 083-2016

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: February 24, 2016

SUBJECT: **GOODWILL AMBASSADORS FOR SPRING BREAK EVENTS**

This Letter to Commission outlines the plan for deploying the City's Goodwill Ambassador Teams during the 2016 Spring Break period and for events where capacity crowds are expected for the City. This highly successful program continues to be an essential component of the City's Major Event Planning. The Department of Emergency Management and the Police Department continue their collaboration to coordinate the program and have presented their requests for the allocation of resources for these events.

The Emergency Management and Police Departments have developed a Goodwill Ambassador plan that enhances efforts to maintain safety and security. The Goodwill Ambassadors have been the face of the City during peak periods, presenting Miami Beach in the best possible light to our visitors.

The City of Miami Beach Goodwill Ambassador Teams will deploy approximately seventy (70) Goodwill Ambassadors during the peak weekends in March for spring break. The Goodwill Ambassadors were deployed during last year's Spring Break and have shown to be tremendous assets in assisting police officers with non-enforcement police-related duties. This year, the CMB Goodwill Ambassadors are scheduled for deployment 4 weekends in March from (11am-7pm).

Spring Break takes place concurrent with other major events that bring large crowds to Miami Beach. The Ultra Music Festival will take place March 18th, 19th and the 20th and The Winter Music Conference takes place March 24th – 29th. Both of these events impact our City. Because more than 300,000 students are expected for beach activities and because these music events also attract the same demographic as Spring Break, we can expect capacity crowds and a need for the assistance of the Goodwill Ambassadors.

CMB Goodwill Ambassadors Responsibilities and Assignment:

The CMB Goodwill Ambassadors will be assigned to various locations within the entertainment district and beach area. They will be divided into teams and posted near beach access areas. The teams will assist police officers in educating beach-goers on the City's ordinances and fines pertaining to glass bottles and open containers on the beach. They will also be tasked with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers, handing out small courtesy litter bags to beach goers and monitoring overflow garbage and crowd activities.

The CMB Goodwill Ambassadors are required to wear their City issued ID and City-approved Goodwill Ambassador shirts. The ID's must be clearly visible at all times.

Staging Location:

Tent (40x40)
10th Street Hard Pack (behind Ocean Rescue)
(305) 673-7736 (CWP)

Personnel:

Police personnel assigned to the CMB Goodwill Ambassadors will consist of two uniformed police officers and one civilian employee. The uniformed police officers will support Goodwill Ambassadors during the distribution of small courtesy litter bags and information dissemination regarding cooler ordinance enforcement. Police will take any law enforcement action deemed necessary to ensure compliance. Police Liaison Officers and the Department of Emergency Management will determine functions and assign CMB Goodwill Ambassadors to designated locations where their assistance is needed. With larger than expected crowds we have added security assets to support the Goodwill Ambassadors operation enhancing dispatch capacity and resources to meet the needs.

The civilian employee will support all administrative duties. Those administrative duties will include: issuing Goodwill Ambassadors ID cards and radios; maintaining a matrix for each team's location; monitoring radio communications; maintaining and filing documents needed for recordkeeping; and completing any incident reports. The civilian employee will also assist Goodwill Ambassadors with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers and educating beach goers on the City's ordinances and fines pertaining to glass bottles and open containers on the beach.

All police officers assigned to the Spring Break Enhancement Staffing will assist and support CMB Goodwill Ambassadors, in support of the two uniformed police (liaison officers) assigned to the CMB Goodwill Ambassador detail.

In order to participate, all Goodwill Ambassadors must meet the following criteria:

- Have accrued no more than ten (10) sick days (not incidents) in the last 12-month period prior to request for participation
- Have not been Absent Without Leave (AWOL) in the last 12-month period
- Have an overall employment evaluation score of no less than 65, and no less than 7 in the areas of "customer service" and "ability to work with others"
- Have not received discipline in the last 6 months
- Are not currently on active Family and Medical Leave (FML)

All employees must obtain approval from their supervisor and Division Director in order to participate as Goodwill Ambassadors.

Participating Employees to the Goodwill Ambassador Program for Spring Break events will receive administrative time for time worked. Administrative time will be calculated one hour and a half (time and ½) for each hour served over 40 hours. Administrative leave accumulated during deployment is projected to cost approximately \$90,000.00 for Spring Break events.

Transportation:

The CMB Goodwill Ambassadors personnel will use gators/golf carts as a source of transportation. The gators/golf carts will be parked on the first floor of the Miami Beach Police Parking Garage. The majority of the Goodwill Ambassadors will be on post within their assigned area.

Four (4) gators/golf carts are to be allocated for administrative and operational functions of the Goodwill Ambassador Program. Rental cost for these vehicles will be \$2935.50 for the Spring Break dates.

Communications:

The CMB Goodwill Ambassadors will communicate on hand held radios distributed by the Department of Emergency Management Logistics Section. Police personnel and City Warning Point (CWP) will monitor the Goodwill Ambassador's radio transmissions to ensure accountability and safety. CMB Goodwill Ambassadors will receive a daily safety and operational briefing prior to their deployment.

Police Operational Plan Attached

JM/CT/MR

MIAMI BEACH
POLICE



TO: Lieutenant T. Rabelo
Emergency Management Coordinator Maite Roca

FROM: Detective C. Mitchell

DATE: February 15, 2016

SUBJECT: Spring Break 2016 - CMB Goodwill Ambassadors Deployment Operations Plan

Background:

The City of Miami Beach Goodwill Ambassador Teams will once again deploy approximately seventy Goodwill Ambassadors during the peak weekends in March for spring break, a max of 20 on other weekends. The Goodwill Ambassadors were deployed during last year's Spring Break and have shown to be tremendous assets in assisting police officers with non-enforcement police-related duties. This year, the CMB Goodwill Ambassadors are scheduled for deployment on March 5th and 6th, March 12th and 13th, March 18th, 19th and 20th and March 25th, 26, and 27th all shift will be from 11am-7pm.

CMB Goodwill Ambassadors Responsibilities and Assignment:

The CMB Goodwill Ambassadors will be assigned to various locations within the entertainment district and beach area. They will be divided into teams and posted near beach access areas. The teams will assist police officers in educating beach-goers on the City's ordinances and fines pertaining to glass bottles and open containers on the beach. They will also be tasked with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers, handing out small courtesy litter bags to beach goers and monitoring overflow garbage and large crowds. With larger than expected crowds we have added security assets to support the Goodwill Ambassadors operation enhancing dispatch capacity and resources to meet the needs.

The CMB Goodwill Ambassadors are required to wear City-approved Goodwill Ambassador shirts and City issued ID. The ID cards identify each individual as a CMB Goodwill Ambassador and must be clearly visible at all times.

Staging Location:

10th Street and the Beach – (Large Tent)

Personnel:

Police personnel assigned to the CMB Goodwill Ambassadors will consist of two uniformed police officers and one civilian employee. The uniformed police officer will assist Goodwill Ambassadors during the distribution of small courtesy litter bags, cooler monitoring and will take any law enforcement action deemed necessary. There will be a collaborated effort between the Police Liaison Officers and the Department of Emergency Management in the supervision and assignment of CMB Goodwill Ambassadors.

The civilian employee will support all administrative duties. Those administrative duties will include: issuing Goodwill Ambassadors non-sworn police ID cards and radios; maintaining a matrix for each team's location; monitoring radio communications; maintaining and filing documents needed for our records; and completing any incident reports. The civilian employee will also assist Goodwill Ambassadors with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers and educating beach goers on the City's ordinances and fines pertaining to glass bottles and open containers on the beach.

Transportation:

The CMB Goodwill Ambassadors will use golf carts as a source of transportation. The gators/golf carts will be parked on the first floor of the Miami Beach Police Parking Garage. The majority of the Goodwill Ambassadors will be on post within their assigned area.

Communications:

The CMB Goodwill Ambassadors will communicate on hand held radios distributed by the Department of Emergency Management Radio Shop. Police personnel and CWP will monitor the Goodwill Ambassador's radio transmissions. CMB Goodwill Ambassadors will receive daily briefing to include safety message and training on radio communications prior to their shift.

Total Cost for Water and Gatorade

Assorted drinks for Spring Break GWA and Police Officers (one pallet of Dasani water and one pallet of Powerade):

Police Overtime Cost Estimates and Schedule For Spring Break:

Saturday March 5, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Sunday March 6, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Saturday March 12, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Sunday March 13, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Friday March 18, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Saturday March 19, 2015:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Sunday March 20, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Friday March 25, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Saturday March 26, 2015:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Sunday March 27, 2016:

Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Uniform Officer	1030hrs- 1930hrs (9.0 hours OT) @ \$60.00 hourly= \$540.00
Robin Henson	1030hrs- 1930hrs (9.0 hours OT) @ \$40.00 hourly= \$360.00

Total Overtime Cost and Hours for Officers:**180 Hours / \$10,800.00****Total Overtime Cost and Hours for Civilian:****90 Hours / \$3600.00****Total Overtime Cost:****\$14, 400.00**